tional dinner dance, but after dinner, when Mr. Webster was called up on the stage to speak and receive an Academy Award Oscar facsimile, he turned to the audience and said, "You're the people who deserve the Oscar."

Look-alikes for four stars, Dolly Parton, Clint Eastwood, Linda Evans and Burt Reynolds, brought each of the guests to the stage, where they were presented with Oscars and a kiss.

Old standby themes haven't disappeared. Just because a theme has been used frequently doesn't diminish the effect.

Patty Habeeb, president of Conventions a la Carte, New Orleans, says, "When people come here, they expect jazz, Mardi Gras, food fests and river boats. New Orleans lends itself superbly to such themes." Selecting a theme can be an art. Jim McNabb of New York-based McNabb & Associates is not the biggest fan of such parties. "I think they're often hackneyed and overused. Read any hotel brochure, and you'll come upon some silly little theme party where they give out paper hats and cheap eye patches."

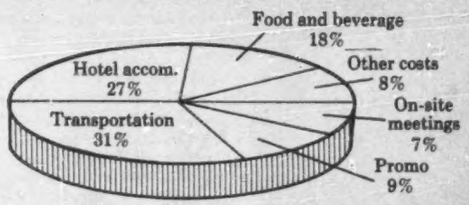
For Mr. NcNabb, the key is selecting the correct theme. "What you choose depends upon the travel experience, the home life, the standard of living of the guests. You have to find out if they're young, outgoing sales people or older, upper-management and owner types."

No matter how wild or how traditional, the theme party strategy remains the same. Says Mr. Guerriero, "If I can get people off their fannies, the entire program is that much better."

*—Curt Schleier*

It was down to the salt mine for a party designed by Bob Guerriero, president of Journeymasters.

## How the promotional travel budget is spent




| Employer cost per person | |
|---|---|
| Under $500 | 7% |
| $500 to $999 | 24% |
| $1000 to $1199 | 18% |
| $1200 to $1399 | 11% |
| $1400 to $1599 | 11% |
| $1600 to $1799 | 2% |
| $1800 to $2399 | 12% |
| $2400 or more | 15% |

**Top incentive sites**

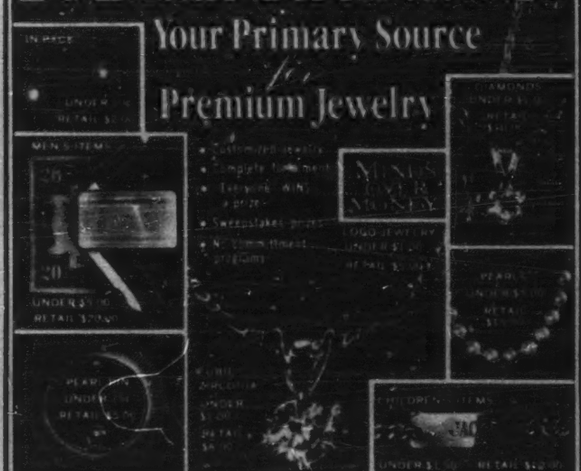
**Domestic**—Arizona, California, Florida, Hawaii, Nevada, New Jersey, New York, Puerto Rico, Texas, Virgin Islands

**Foreign**—Bahamas, Bermuda, Canada, Caribbean, cruise lines, England, France, Italy, Mexico, Spain

Source: *Incentive Marketing*


DU BARRY-FIFTH AVENUE

Your Primary Source for Premium Jewelry



DuBarry-Fifth Avenue, one of America's leading premium jewelry manufacturers since 1954 - offers you a vast range of jewelry items with high perceived values at very low net costs. When it comes to one complete source for free and self liquidators, traffic builders, continuity and in-pack programs we do it all including total fulfillment with no inventory commitment.

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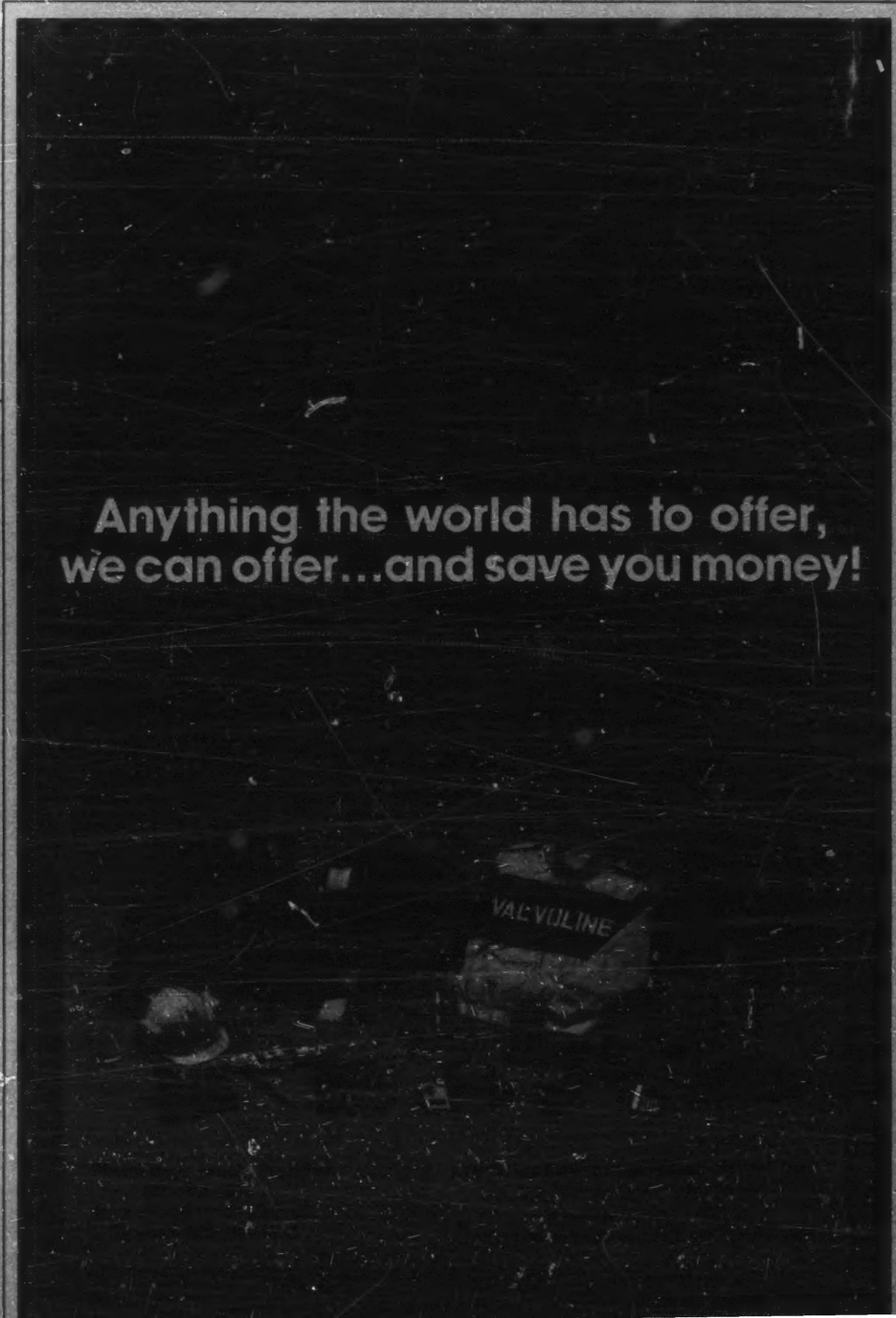


by John Sebastian, former lead singer of the Lovin' Spoonful.

The shows featured music videos of '60s and early '70s hits. The program was syndicated by All-America Television, New York, and about 140 stations aired the first show in December and a second in February.

***Chrysler Corp. is inviting 2,000 VIPs this summer to enjoy the bands of Harry James, Jimmy Dorsey and others.***

"Ratings came in a little lower than we anticipated," says Joel Gallen, an independent producer who worked with producers Scotti Bros./Syd Vinnedge, Los Angeles.

"We don't have all the numbers yet, but we think for the two shows they will be between 6 and 10 share, still nice numbers for a syndicated special. We were incredibly satisfied with the good press coverage and reviews," he says.

Mr. Gallen estimates the cost of each show at $1 million and says Lincoln-Mercury covered 65% to 70% of the budgets. Shows were sold on an advertiser-supported basis, with the auto maker getting five out of the 12 minutes of commercial time. Local dealers bought some of the remaining spots.

The producers expect to sell the special to foreign markets this summer and to release a 50-minute home video in June.

Auto makers also are sponsoring concert tours packaged with radio spots featuring local dealers and sweepstakes, which in some cities offer dealer-provided cars as prizes.

Rick Springfield's "Drivin' Rock and Roll" tour of 25 cities for Ford began in August, 1984, and was the first of a series of concerts sponsored by auto makers.

Later, General Motors' Pontiac motor division in Pontiac, Mich., followed with the Hall & Oates "Big Bam Boom" tour for promoting the Fiero. More than 500,000 people attended 78 concerts in 75 cities from October, 1984, through May, 1985.

Pontiac ad manager Charlene Curry says Pontiac was pleased with the turnout and reports improved consumer awareness.

Local sweepstakes tie-ins were also successful. Pat McCarthy, senior vp of communications at D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich., says 9,500 people registered at dealerships for a car giveaway in Memphis, Tenn.

Another successful concert tour featured Mr. Rogers beginning in August, 1984, with more than 100 appearances for Dodge trucks. In Chicago, 40,000 concertgoers received a key that fit a Dodge pickup at a local dealership. Of those, 9,000 visited dealerships, and a truck was given away.

"The demographics of Kenny's audiences fits truck buyers," says Lisa Davis, Dodge sales promotion planner. "The parking lots at the concerts were full of pickup trucks. Dealer traffic increased and, yes, it was worth all the money it cost."

Other truck competitors are taking the same approach. Toyota Motor Sales, U.S.A., Torrance, Cal., has announced plans to sponsor concerts and other events at Opryland in Nashville, Tenn., and Knotts' Berry Farm in Los Angeles.

William Daniels of "St. Elsewhere" gave a professional touch to a video on Lincoln-Mercury sponsored "Deja View."

American Motors Corp., Southfield, Mich., is using the Beach Boys to promote its Jeep Commanche pickup truck. The rock group opened to sellout audiences of 60,000 at Jack Murphy Stadium in San Diego in May, 1985. American Motors estimates the 40-city tour reached 3 million people before its conclusion late last year.

The "Jeep 'n Safari" tour was tied in with major radio stations and retailers in each town. "The tour was very cost-effective for the number of exposures," says Mark Liska, vp-account supervisor at Saatchi & Saatchi Compton, American Motors' agency.

The tie-in continues with a nationwide "Buckle Up for Safety" campaign featuring Jeep-produced radio and tv public service spots with the Beach Boys.

In February, General Motors' Chevrolet division in Warren, Mich., jumped into musical promotion with "Chevy Super Tour '86," featuring the country music group Alabama and the rhythm and blues favorites the Pointer Sisters. Industry sources estimate the total cost for the program at about $15 million, including about $100,000 per city in production costs.

Alabama launched its 30-city tour Feb. 23 in Atlanta and is drawing full houses, the company says. The Pointer Sisters start a 20-city tour in June.

Feedback is positive, says Sterling Wesley, assistant manager-passenger car merchandising for Chevrolet. "We feel we are getting benefits in terms of the young consumers in that audience."Another Chevrolet bid to 18 to 35-year-olds is its sponsorship of 150 video dance parties on college campuses.

The program, provided free to on-campus organizations for charitable or club activities, features three hours of videos by such artists as Billy Joel and Huey Lewis and the News.

Admission charges are split between student charities and Chevrolet-sponsored leukemia research.

Auto makers are not ignoring older consumers and their music, either. Chrysler Corp. is inviting 2,000 VIPs in 10 cities this summer to enjoy the bands of Harry James, Jimmy Dorsey, Tommy Dorsey and others and to see prototypes of upcoming Chrysler models such as the Dodge Shadow and Plymouth Sundance.

Only one automobile company contacted by Advertising Age is resisting the musical trends. American Honda Motor Co., Gardena, Cal., says music is just a distraction from the product message.

"We have a competitor using a fairly predominant figure, and it's a fairly good ad for the celebrity," says Eric Conn, manager of automobile advertising. "But it doesn't say anything about the product. We want to make the car the star."

# Employe incentives rising

*(Continued from Page S-2)*

capitalizes on seasonal themes and word plays to draw consumers' attention to retail displays.

The "Stroh a Party" promotion has been used every summer since 1970, Mr. Miller says, but every year, the company slightly changes the theme's execution. Sometimes Stroh includes other marketers of party foods such as potato chips as a tie-in.

Retailers group other items like charcoal and other party goods, around the Stroh display, creating more attention. Over the years, tv, radio and print advertising support has been added to the promotion.

Because of the success of "Stroh a Party," the company developed a winter theme about 10 years ago, Mr. Miller says. The "Strohman" promotion is built around a cartoon-like snowman character.

Marketers are flocking to travel as logical companions for continuity programs. While continuity programs build consumer awareness and brand loyalty, splashy travel awards are the prizes that grab people's attention and get them excited.

"Some people want day-to-day things [prizes]," says Deborah Hause, editor of *Premium/Incentive Business* in New York.

"But some people already have the necessary things, and they want to win something totally outrageous. The whole idea is to give somebody something they'd adore, that they wouldn't go out and buy themselves," she says.

Promotion industry insiders agree travel is the ultimate "guilt-free incentive," as one consultant put it.

Travel is a treat to be enjoyed by the person who earned or won it, and travel is the kind of planned purchase that most families defer in the face of financial demands for school, clothing and local recreation.

In 1984, total business-to-business expenditures for travel incentives leaped 17.5% and in 1985 it grew 10.1%, significantly ahead of the over-all industry rate. Says Murray Elman, publisher of *Incentive Marketing*, "Some companies are getting into travel that were previously into only merchandise."

But travel incentives are not cheap. *Incentive Marketing* estimates 42% of all incentive trips cost between $500 and $1,199 per person, and the remainder are more expensive.

Mr. Elman says marketers tend to take a first-class attitude toward travel incentives and are willing to spend money on frills and perks.

With such juicy plums as trips being dangled before dealer and sales personnel, it's no wonder some rank-and-file employes were feeling neglected.

Because generous sales incentive programs sometimes backfire into poor employe relations, corporations are beginning to take notice of the rest of their employes, says Anne Wold, a partner at Gallagher/Wold, an incentive travel agency in New York.

"There was resentment among the other employes that just because they [salesmen] sold something, they got a trip," she says, recalling how one client company came to launch an employe incentive program 11 years ago.

A computer service company that often sent employes to work at customer sites realized all its employes, not just sales staff, shaped its reputation with clients, she says. So the company established criteria for outstanding job performances for virtually all positions, including the mail clerks.

In any given year, only about 3% of the company's nonsales employes win a six-day trip to a domestic resort, but the award is enough to capture the attention of the work force.

"It's a once in a lifetime trip for most of these people," Ms. Wold says. "We really haven't found a negative aspect to it. It puts the emphasis where it should be, on performance."

Her client found that absenteeism decreased, productivity increased and the employe incentive program became an effective recruiting tool.

Employe incentive programs have captured more than the attention of promotion experts who believe it will be the next biggest growth area for the premiums and incentive business. *Incentive Marketing* was so taken with the idea it's setting up its own internal incentive program, Mr. Elman says.

"We're just establishing goals, of quality of work, productivity and adhering to budgets," he says. When the program is established, *Incentive Marketing* employes may finally be able to participate in some of the prizes, trips and awards they write about.

## Incentive field at a glance

### Consumer premiums

*($000)*

| Premiums | 1985 expenditures | 1984 expenditures | Percent change |
|---|---|---|---|
| Product promotion | $3,629,492 | $3,352,402 | 8.3% |
| Mail-in offers | 1,827,436 | 1,700,310 | 7.5 |
| Direct premiums | 1,802,056 | 1,652,092 | 9.1 |
| Retail promotion | 2,468,500 | 2,326,000 | 6.1 |
| Trading stamps | 522,000 | 554,000 | 5.8 |
| Other retail premiums | 1,946,500 | 1,772,000 | 9.8 |
| **Total** | **$6,097,992** | **$5,678,402** | **7.4%** |

*Source: Incentive Marketing*

Associate editor Len Strazewski coordinated this report on Premiums and Promotions.

**Coming**

Next week Advertising Age's Special Report will focus on **Out-of-Home Advertising.**

# DYR to open China office

By VALERIE MACKIE

DYR Worldwide is expected to announce by June that it will open an office in China—possibly in partnership with the Chinese government.

Details of the opening still are being negotiated and sources say a cooperative agreement with a government subsidiary is likely.

Alex Brody, president and ceo of DYR, was in China last month working out an agreement.

"We have had a lot of requests from major clients here [Hong Kong] to spend sizable amounts of money in China—so we see a lot of potential there," said Bo Seifert, managing director of DYR Hong Kong, in a Hong Kong trade publication.

Some of DYR's clients in Hong Kong include Colgate-Palmolive Co., Johnson & Johnson and Beatrice Foods.

The move by DYR, a 50/50 joint venture between New York-based Young & Rubicam and Tokyo-based Dentsu, is part of Y&R's plan to take its "whole egg" communications philosophy to China.

DYR's agency in China—a marketplace increasingly attracting both U.S. and Japanese marketers—may also offer services not available from other shops, but DYR officials declined to elaborate.

Burson-Marsteller International, Y&R's public relations company, started operating in China last year after signing a cooperative agreement with China Media Development, a Chinese government news agency (AA, Sept. 16).

DYR is also looking to establish a presence in the U.K., France and Italy and in March the agency acquired a minority share in a German shop (AA, March 17).

McCann-Erickson, the only other U.S. agency with an office in China, opened its doors for business in Beijing in 1979.

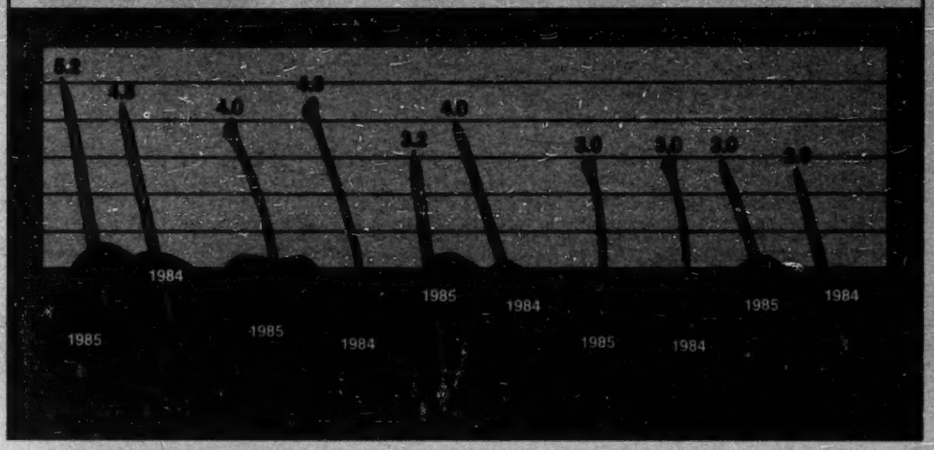
McCann owns a majority stake in the agency, called Interpublic Jardine, which is a joint venture with Hong Kong-based Jardine trading company.

The office serves mostly system clients, such as Coca-Cola Co. and Kodak Co., and has expanded to more than 10 executives, including general manager, account and client directors and liaison officers. In 1985, agency billings reached about $2.5 million.

A few other U.S.-based agencies, such as Ogilvy & Mather and J. Walter Thompson Co., operate what they call "China teams." These consist of staffers who are based in Hong Kong and travel frequently to China.

## Top alcoholic drink advertisers in Europe

In 1985, Johnnie Walker Scotch whisky took the lead over Jagermeister as the leading alcoholic beverage advertiser in Europe, spending $4.2 million compared to $4 million for Jagermeister. Note that figures pertain only to print ads in European publications and that all figures are expressed in millions of dollars spent on ads between January and November of 1984 and 1985. Chart does not account for advertising by beer and wine marketers. Source: Adstat UK.




## Ad plans uncertain

# Guinness expected to lift sagging Distillers

By LAUREL WENTZ

LONDON—Brewery giant Guinness Plc, the white-knight victor in an acrimonious takeover battle for Distillers Co. Ltd., is expected to inject more marketing savvy into Distillers' declining brand shares around the world. For Guinness, the $3.95 billion purchase represents "the creation of a British-based international company strong enough to take on the international giants of the drinks business such as Seagrams and Suntory," said a Guinness executive.

"Distillers just seemed to have slipped away," said Julie Feaver, an analyst at London stockbroker Sheppard & Chase. "They have extremely well known brand names like Johnnie Walker, but their image could be polished."

Distillers' best-selling Scotch whisky, Johnny Walker Red Label, lost 2.2% in world market share between 1980 and 1984, when sales of the brand totaled 6.4 million cases annually. If Distillers is revamped to promote its premium brands, "that's where Guinness' techniques could be useful," Ms. Feaver said.

Guinness itself has been revamped since Ernest Saunders became chief executive five years ago and began divesting the company of all but its core businesses.

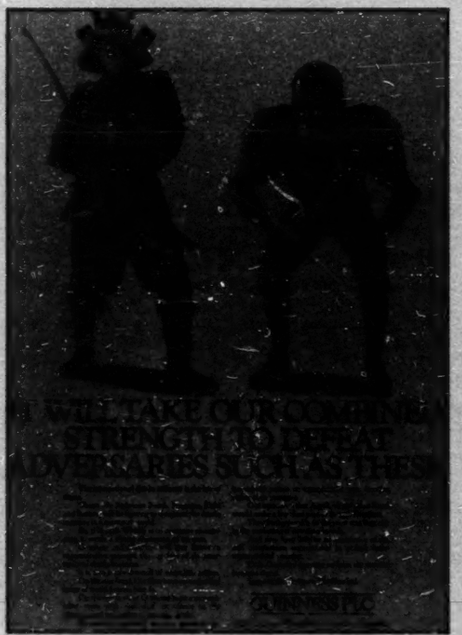
"Saunders radically altered the structure of Guinness," Ms. Feaver said. "He sold off about 100 companies and has now got Guinness into four divisions: Brewing, retailing, publishing and health. It has been good for Guinness' image—before, it was slightly muddled."

Guinness also moved further into the international beverage market last year with the purchase of Perth, Scotland-based whisky producer Arthur Bell & Sons, after a disputed takeover bid.

Guinness executives declined to comment on whether advertising will be reviewed for Distillers brands, which use eight agencies in the U.K. However, sources said D'Arcy Masius Benton & Bowles is expected to continue handling international advertising for Distillers' Dewar's Scotch whisky, the U.S. market leader. Guinness uses Ogilvy & Mather, also a Distillers agency, for most of its advertising worldwide.

Guinness is in the process of selling off 10 whisky brands to fulfill an agreement with the U.K.'s Office of Fair Trading to reduce the joint Guinness-Distillers share of the U.K. spirits market from 35% to 25%.

Guinness' initial bid for Distillers was referred to the Monopolies Commission by the OFT to investigate possible antitrust violations. Guinness headed off the investigation by making a second bid that guaranteed a 10% reduction in combined market share.




A Guinness ad calls for support of its takeover bid.

Guinness is selling the worldwide trademark rights to five whisky brands and the U.K. trademark rights to five other brands to Scottish whisky company Whyte & MacKay for $15 million.

Guinness defeated U.K. supermarket group Argyll Stores Ltd., which launched the initial hostile bid for Distillers that led to Guinness' entry into the bitter takeover battle as a white knight.

Even so, Guinness filed lawsuits against Argyll in U.S. and U.K. courts stemming from allegedly unfair advertising during the dispute. The suits are pending.

Both sides poured millions of dollars into aggressive full-page newspaper ads designed to win the confidence of stockholders.

One Argyll ad showed graphs with downward curves purporting to represent Distillers and Guinness results and the copy line "You can see why Distillers feels at home with Guinness."

An ad by Guinness and Distillers, which reportedly spent a combined $7 million on their takeover advertising, read "Own up, Argyll. You have a serious drink problem."

Bell's U.S. subsidiary, Wellington Importers, filed suit against Argyll and its ad agency, Saatchi & Saatchi, in the U.S. in March, alleging misuse of Bell's Scotch whisky trademark in newspaper ads supporting Argyll's bid for Distillers. The suit sought damages of more than $200 million.

Sources say the deal with Distillers, which exports 88% of its products, will give Guinness a more international profile.

Of Guinness' total 1985 sales of $1.77 billion, the U.K. and Ireland accounted for 70% of sales, as well as 67% of pretax profits of $129 million.

The U.S. market represents 7% of sales and 5% of pretax profits.

# Danes will drop ad ban

By JACK BURTON

Denmark, one of the last European holdouts against commercial tv, is planning to drop its ban against tv advertising.

The first commercials ever on Danish tv could appear on some local stations as early as this fall. However, all tv advertising will be subject to heavy restrictions.

The decision to allow tv advertising is tied to the planned startup of a second national tv channel, TV 2, in 1988.

Advertising initially will finance an estimated one-third of TV 2's $60 million budget, with the rest made up by state subsidies and license fees.

Advertising is eventually expected to cover at least 60% of the budget, but sources said the amount of ad time may have to be increased to reach that goal.

Spots will run on a handful of regional stations, which will form the TV 2 network. One of those, TV Syd (TV South), a local station in south Jutland, could possibly start broadcasting commercials this fall.

An independent state-run company will sell ad time on TV 2 with advertisers having to buy time one year in advance. Advertisers cannot choose what time their commercials will be shown beyond picking the month of broadcast.

Commercials will be limited to three five-minute blocks a day, with 10 minutes shown during national programing and five minutes during regional programs inserted in TV 2's broadcast schedule.

Advertising for tobacco and alcohol, including beer, will be prohibited, a blow to Danish breweries, one of the country's major industries and biggest advertisers. Also banned are ads for medicine, banks, political parties and religious organizations as well as commercials aimed specifically at youths.

The restrictions reflect the political difficulty in reaching an agreement on the tv advertising issue, which has taken three years of hard negotiations among Denmark's half-dozen major political parties.

Agreement was reached only after the opposition Social Democratic party, which firmly opposed tv advertising, dropped out of negotiations, paving the way for a deal between other parties. The bill to permit tv advertising is expected to be narrowly approved by the Danish parliament this month.

TV 2 will be run by a state-appointed board of directors but will be independent of Danmarks Radio, the country's existing broadcast monopoly. Headquarters for TV 2 will be located in a major regional city to avoid having all media power concentrated in Copenhagen.

Half of TV 2's programing will come from Denmark or other Scandinavian countries, which should provide an enormous boost to independent program producers in the Nordic region, since TV 2 does not plan to produce any programing.

# Newspaper Advertising MRCS/SAU Inches

## February 1986 vs. February 1985

| | 1986 Full Run | 1986 Part Run | 1985 Full Run | 1985 Part Run |
|---|---|---|---|---|
| **AKRON, OH** | | | | |
| Beacon Journal (E) | 74,752 | 28,545 | 76,507 | 19,084 |
| Beacon Journal (S) | 61,398 | 12,982 | 61,516 | 3,978 |
| Grand Total | 136,150 | 41,407 | 138,023 | 23,072 |
| *NOTE: Part run figures supplied by publisher to Media Records.* | | | | |
| **ATLANTA, GA** | | | | |
| Constitution (M) | 156,657 | 45,536 | 152,370 | 37,421 |
| Journal (E) | 153,219 | 46,558 | 150,248 | 31,439 |
| Journal & Constitution (S) | 114,814 | 47,405 | 121,415 | 34,220 |
| Journal & Constitution (Sat) | 39,887 | —— | 33,831 | —— |
| Grand Total | 464,577 | 139,503 | 457,964 | 103,080 |
| *NOTE: Constitution Morning and Journal Evening published five days a week only.* | | | | |
| **BALTIMORE, MD** | | | | |
| News-American (S) | 21,969 | 6,473 | 29,720 | 5,477 |
| News-American (E) | 29,959 | 6,085 | 32,166 | 4,553 |
| Sun (M) | 101,401 | 2,698 | 93,090 | 6,178 |
| Sun (E) | 80,557 | 2,698 | 74,752 | 6,178 |
| Sun (S) | 131,255 | 30,451 | 135,011 | 30,573 |
| Grand Total | 365,141 | 48,405 | 364,739 | 52,955 |
| **BERGEN COUNTY, NJ** | | | | |
| Record (E) | 133,546 | 16,276 | 127,933 | 16,740 |
| Record (S) | 120,750 | 38,720 | 136,408 | 20,003 |
| Grand Total | 254,296 | 54,996 | 264,341 | 36,743 |
| *NOTE: Record Evening published five days a week only.* | | | | |
| **BOSTON, MA** | | | | |
| Herald (M) | 52,386 | —— | 42,337 | —— |
| Herald (S) | 18,547 | 21,702 | 19,129 | 18,768 |
| Globe (M) | 126,361 | 8,184 | 116,554 | 4,329 |
| Globe (S) | 161,094 | 16,121 | 153,022 | 13,182 |
| Grand Total | 358,406 | 46,007 | 331,042 | 36,279 |
| **BUFFALO, NY** | | | | |
| News (AD) | 86,504 | 9,802 | 91,166 | 14,788 |
| News (S) | 54,297 | 12,197 | 53,177 | 6,687 |
| Grand Total | 140,801 | 21,999 | 144,343 | 21,475 |
| **CAMDEN, NJ** | | | | |
| Courier-Post (E) | 101,594 | 17,152 | 88,498 | 16,096 |
| Courier-Post (S) | 55,538 | 5,545 | 51,044 | 1,832 |
| Grand Total | 157,132 | 22,697 | 139,444 | 17,928 |
| **CHARLOTTE, NC** | | | | |
| News (E) | —— | —— | 64,962 | —— |
| Observer (M) | 101,611 | —— | 102,932 | —— |
| Observer (S) | 66,895 | —— | 60,556 | —— |
| Grand Total | 168,506 | —— | 228,470 | —— |
| *NOTE: News Evening ceased publication November 1, 1985. Part run figures not available.* | | | | |
| **CHICAGO, IL** | | | | |
| Sun-Times (M) | 117,884 | 70,212 | 111,494 | 53,389 |
| Sun-Times (S) | 63,581 | 23,219 | 51,538 | 24,597 |
| Tribune (M) | 113,803 | 226,631 | 119,827 | 187,137 |
| Tribune (S) | 119,458 | 81,920 | 124,323 | 66,843 |
| *NOTE: Tribune figures supplied by publisher to Media Records. 1985 figures represent advertising for 2/3/86 to 3/2/86. Tribune All Day changed to Morning publication effective August 19, 1985.* | | | | |
| **CINCINNATI, OH** | | | | |
| Enquirer (M) | 132,719 | 1,203 | 127,032 | 5,216 |
| Enquirer (S) | 105,162 | 5,946 | 90,320 | 6,049 |
| Post (E) | 56,618 | 6,561 | 55,326 | 15,950 |
| Grand Total | 294,499 | 13,710 | 272,678 | 27,215 |
| **CLEVELAND, OH** | | | | |
| Plain Dealer (M) | 113,326 | 25,758 | 116,745 | 15,808 |
| Plain Dealer (S) | 95,043 | 5,415 | 75,617 | 4,540 |
| Grand Total | 208,369 | 31,173 | 192,363 | 20,348 |
| **DALLAS, TX** | | | | |
| News (M) | 253,467 | 8,101 | 251,924 | 12,731 |
| News (S) | 159,921 | 17,705 | 154,646 | 7,935 |
| Times-Herald (AD) | 190,808 | 29,030 | 202,431 | 14,740 |
| Times-Herald (S) | 110,625 | 18,011 | 110,485 | 7,067 |
| Grand Total | 714,821 | 72,847 | 719,486 | 41,573 |
| **DENVER, CO** | | | | |
| Rocky Mt. News (M) | 229,261 | 2,376 | 250,146 | 920 |
| Rocky Mt. News (S) | 80,415 | 1,044 | 78,055 | 897 |
| Post (M) | 154,998 | 5,582 | 148,900 | 5,083 |
| Post (S) | 100,125 | 494 | 105,181 | 1,785 |
| Grand Total | 564,799 | 9,506 | 580,282 | 8,685 |
| **DETROIT, MI** | | | | |
| Free Press (M) | 82,836 | 22,022 | 79,481 | 27,071 |
| Free Press (S) | 47,333 | 17,463 | 35,838 | 23,772 |
| News (AD) | 118,636 | 40,998 | 118,526 | 28,481 |
| News (S) | 79,663 | 25,252 | 75,975 | 22,026 |
| Grand Total | 328,471 | 105,733 | 310,018 | 102,390 |
| **FORT LAUDERDALE, FL** | | | | |
| News & Sun-Sentinel (S) | 100,517 | —— | 111,584 | —— |
| Sun-Sentinel (M) | 277,578 | —— | 306,400 | —— |
| Grand Total | 378,095 | —— | 417,984 | —— |
| *NOTE: Part run figures not available. Morning figures include the Saturday Edition.* | | | | |
| **FORT WAYNE, IN** | | | | |
| Journal Gazette (M) | 60,082 | —— | 56,826 | —— |
| Journal Gazette (S) | 59,508 | —— | 53,153 | —— |
| News Sentinel (E) | 67,146 | —— | 66,668 | —— |
| Grand Total | 186,736 | —— | 176,647 | —— |
| *NOTE: Part run figures not available.* | | | | |
| **GREENWICH/STAMFORD, CT** | | | | |
| Time (E) | 67,089 | 2,029 | 67,282 | —— |
| Time (S) | 48,280 | —— | 48,338 | —— |
| Advocate (E) | 84,368 | 5,634 | 82,631 | 1,861 |
| Advocate (S) | 51,412 | —— | 47,566 | —— |
| Grand Total | 251,127 | 7,663 | 243,797 | 1,861 |
| **HARTFORD, CT** | | | | |
| Courant (M) | 123,808 | 19,534 | 119,158 | 23,400 |
| Courant (S) | 76,337 | 85,023 | 71,779 | 73,241 |
| Grand Total | 200,145 | 104,557 | 190,937 | 96,641 |
| **HONOLULU, HI** | | | | |
| Advertiser (M) | 111,552 | —— | 101,295 | —— |
| Star-Bulletin (E) | 97,086 | —— | 104,277 | —— |
| Star-Bulletin & Advertiser (S) | 67,442 | —— | 64,101 | —— |
| Grand Total | 276,080 | —— | 269,673 | —— |
| **HOUSTON, TX** | | | | |
| Chronicle (AD) | 205,762 | 32,016 | 250,796 | 32,733 |
| Chronicle (S) | 108,254 | 22,753 | 122,533 | 32,675 |
| Post (M) | 140,928 | 26,352 | 157,910 | 33,205 |
| Post (S) | 69,457 | 24,367 | 59,604 | 29,718 |
| Grand Total | 524,411 | 105,488 | 590,843 | 128,331 |
| **LONG BEACH, CA** | | | | |
| Press Telegram (M) | 90,522 | 33,065 | 93,314 | —— |
| Press Telegram (S) | 50,581 | 1,818 | 45,906 | —— |
| Grand Total | 141,103 | 34,883 | 139,220 | —— |
| *NOTE: 1985 Part run figures not available.* | | | | |
| **LONG ISLAND, NY** | | | | |
| Newsday (E) | 124,299 | 72,336 | 140,911 | 38,297 |
| Newsday (S) | 88,004 | 73,847 | 79,272 | 79,221 |
| Grand Total | 212,303 | 146,183 | 220,183 | 117,518 |
| **LOS ANGELES, CA** | | | | |
| Times (M) | 259,353 | 230,843 | 256,485 | 239,211 |
| Times (S) | 161,457 | 84,972 | 163,549 | 74,962 |
| Herald-Examiner (M) | 55,605 | 6,740 | 52,162 | 10,201 |
| Herald-Examiner (S) | 13,556 | 4,561 | 11,183 | 3,337 |
| Grand Total | 489,971 | 327,116 | 483,379 | 327,711 |
| **LOS ANGELES/SAN FERNANDO VALLEY, CA** | | | | |
| News (M) | 172,771 | 19,396 | 170,805 | 23,214 |
| News (S) | 76,676 | 1,496 | 72,177 | 7,655 |
| Grand Total | 249,447 | 20,892 | 242,980 | 30,869 |
| ***LOS ANGELES/TORRANCE, CA** | | | | |
| Breeze (E & S) | 181,879 | —— | 171,927 | —— |
| Grand Total | 181,879 | —— | 171,927 | —— |
| *NOTE: Figures supplied by publisher to Media Records.* | | | | |
| ***LOUISVILLE, KY** | | | | |
| Courier Journal (M) | 75,103 | 30,511 | 78,604 | 30,207 |
| Courier Journal (S) | 56,742 | 49,039 | 51,114 | 38,409 |
| Times (E) | 74,508 | 42,168 | 80,190 | 45,352 |
| Grand Total | 206,353 | 121,718 | 209,908 | 113,968 |
| *NOTE: Figures supplied by publisher to Media Records.* | | | | |
| **MIAMI, FL** | | | | |
| Herald (M) | 158,895 | —— | 162,968 | —— |
| Herald (S) | 90,271 | —— | 100,566 | —— |
| News (E) | 55,248 | —— | 61,333 | —— |
| Grand Total | 302,414 | —— | 324,867 | —— |
| *NOTE: Part run figures not available.* | | | | |
| **MINNEAPOLIS, MN** | | | | |
| Star & Tribune (AD) | 87,096 | 16,587 | 86,970 | 16,364 |
| Star & Tribune (S) | 109,775 | 11,370 | 123,869 | 2,368 |
| Star & Tribune (Sat) | 20,747 | —— | 20,893 | —— |
| Grand Total | 217,906 | 27,957 | 231,732 | 18,732 |
| ***NASHVILLE, TN** | | | | |
| Banner (E) | 85,681 | —— | 83,922 | —— |
| Tennessean (M) | 86,583 | —— | 82,726 | —— |
| Tennessean (S) | 68,209 | —— | 65,811 | —— |
| Grand Total | 240,393 | —— | 232,459 | —— |
| *NOTE: Figures supplied by publisher to Media Records.* | | | | |
| **NEW BRUNSWICK, NJ** | | | | |
| Home News (E) | 68,551 | 1,439 | 72,571 | 87 |
| Home News (S) | 66,839 | —— | 59,681 | 379 |
| Grand Total | 135,390 | 1,439 | 132,252 | 466 |
| **NEW YORK, NY** | | | | |
| Times (M) | 147,498 | 14,952 | 137,708 | 13,037 |
| Times (S) | 172,444 | 89,375 | 169,761 | 85,538 |
| News (M) | 54,450 | 76,685 | 51,612 | 87,855 |
| News (S) | 37,659 | 78,225 | 36,720 | 75,825 |
| Post (AD) | 50,775 | 882 | 53,320 | 890 |
| Grand Total | 462,826 | 270,319 | 449,121 | 262,245 |
| **NEWARK, NJ** | | | | |
| Star Ledger (M) | 176,858 | 5,473 | 173,888 | 4,930 |
| Star Ledger (S) | 171,978 | 18,744 | 168,620 | 22,954 |
| Grand Total | 348,836 | 24,217 | 342,508 | 27,884 |
| **OAKLAND, CA** | | | | |
| Tribune (M) | 81,080 | 53,503 | 69,043 | 40,309 |
| Tribune (S) | 47,373 | 30,103 | 44,881 | 30,308 |
| Grand Total | 128,453 | 83,606 | 113,924 | 70,617 |
| **OCEANSIDE, CA SAN DIEGO COASTAL NORTH COUNTY** | | | | |
| Blade-Tribune (E) | 70,877 | 38,787 | —— | —— |
| Blade-Tribune (S) | 42,094 | 26,781 | —— | —— |
| Grand Total | 112,971 | 65,568 | —— | —— |
| *NOTE: 1985 figures not available.* | | | | |
| **ORANGE COUNTY, CA** | | | | |
| Register (AD) | 275,919 | 58,728 | 256,887 | 57,187 |
| Register (S) | 116,421 | 6,449 | 118,203 | 1,754 |
| Grand Total | 392,340 | 65,177 | 375,090 | 58,941 |
| **PHILADELPHIA, PA** | | | | |
| Inquirer (M) | 130,451 | 30,508 | 133,956 | 45,384 |
| Inquirer (S) | 116,532 | 40,700 | 115,957 | 39,402 |
| News (E) | 68,072 | 3,053 | 62,819 | 5,986 |
| Grand Total | 315,055 | 74,261 | 312,732 | 90,752 |
| ***PHOENIX, AZ** | | | | |
| Arizona Republic (M) | 224,983 | 11,052 | 218,444 | 8,566 |
| Arizona Republic (S) | 149,363 | —— | 141,995 | —— |
| Gazette (E) | 214,958 | 11,099 | 206,382 | 8,789 |
| Grand Total | 589,304 | 22,151 | 566,821 | 17,355 |
| *NOTE: Figures supplied by publisher to Media Records.* | | | | |
| ***ST. LOUIS, MO** | | | | |
| Post Dispatch (M) | 82,926 | 30,021 | 77,118 | 27,086 |
| Post Dispatch (S) | 98,576 | —— | 98,082 | —— |
| Grand Total | 181,502 | 30,021 | 175,200 | 27,086 |
| *NOTE: Figures supplied by publisher to Media Records.* | | | | |
| **ST. PAUL, MN** | | | | |
| Pioneer Press Dispatch (AD) | 88,488 | —— | 74,813 | —— |
| Pioneer Press Dispatch (S) | 86,623 | —— | 86,191 | —— |
| Grand Total | 155,091 | —— | 161,004 | —— |
| *NOTE: Part run figures not available.* | | | | |
| **SAN ANTONIO, TX** | | | | |
| Express-News (AD) | 118,114 | 25,023 | 114,137 | 18,187 |
| Express-News (S) | 74,900 | 23,833 | 83,924 | 7,006 |
| Express-News (Sat) | 35,536 | —— | 35,686 | —— |
| Light (AD) | 110,857 | 27,510 | 98,559 | 24,772 |
| Light (S) | 77,415 | 15,523 | 77,994 | 12,584 |
| Light (Sat) | 31,071 | —— | 31,897 | —— |
| Grand Total | 447,893 | 91,089 | 442,177 | 56,549 |
| *NOTE: Light All Day published five days a week only.* | | | | |
| **SAN DIEGO, CA** | | | | |
| Union (M) | 180,287 | 22,400 | 182,822 | 13,932 |
| Union (S) | 119,716 | —— | 109,575 | —— |
| Tribune (E) | 197,233 | 19,846 | 189,818 | 15,966 |
| Grand Total | 507,236 | 42,246 | 482,215 | 29,898 |
| **SAN FRANCISCO, CA** | | | | |
| Chronicle (M) | 113,676 | 52,415 | 116,383 | 46,477 |
| Examiner & Chronicle (S) | 71,844 | 34,704 | 68,382 | 33,870 |
| Grand Total | 185,520 | 87,119 | 184,765 | 80,347 |
| **SAN JOSE, CA** | | | | |
| Mercury News (AD) | 250,792 | 22,762 | 243,825 | 27,819 |
| Mercury News (S) | 134,413 | —— | 139,974 | 840 |
| Grand Total | 385,205 | 22,762 | 383,799 | 27,859 |
| **SHREVEPORT, LA** | | | | |
| Journal (E) | 68,313 | 5,426 | 68,786 | 3,199 |
| Times (M) | 85,429 | 10,130 | 87,811 | 10,869 |
| Times (S) | 56,922 | 4,731 | 55,537 | 7,873 |
| Grand Total | 210,664 | 20,287 | 212,114 | 21,941 |
| ***STATE COLLEGE, PA** | | | | |
| Centre Times (E) | 80,271 | 813 | 64,520 | 542 |
| Centre Times (S) | 24,424 | 366 | 23,932 | —— |
| Grand Total | 84,695 | 1,179 | 88,452 | 542 |
| *NOTE: Figures supplied by publisher to Media Records.* | | | | |
| **SYRACUSE, NY** | | | | |
| Herald Journal (E) | 85,050 | 27,252 | 72,000 | 18,868 |
| Herald American (S) | 43,040 | 26,395 | 44,804 | 17,851 |
| Post-Standard (M) | 65,404 | 27,572 | 66,964 | 18,763 |
| Grand Total | 173,494 | 81,219 | 183,568 | 55,482 |
| ***TAMPA, FL** | | | | |
| Tribune (AD&S) | 255,227 | 91,360 | 288,321 | 91,256 |
| Grand Total | 255,227 | 91,360 | 288,321 | 91,256 |
| *NOTE: Figures supplied by publisher to Media Records.* | | | | |
| ***TOLEDO, OH** | | | | |
| Blade (E) | 75,306 | —— | 73,457 | —— |
| Blade (S) | 83,962 | —— | 77,758 | —— |
| Grand Total | 159,268 | —— | 151,215 | —— |
| *NOTE: Figures supplied by publisher to Media Records.* | | | | |
| **WASHINGTON, DC** | | | | |
| Post (M) | 244,390 | 38,132 | 244,675 | 42,219 |
| Post (S) | 139,917 | 23,932 | 128,156 | 19,622 |
| Grand Total | 384,307 | 62,064 | 372,831 | 61,841 |
| Alexandria Journal (M) | 56,441 | 2,497 | 50,660 | —— |
| Prince George's Journal (M) | 48,495 | 2,497 | 45,062 | —— |
| Montgomery Journal (M) | 52,283 | 299 | 45,491 | —— |
| Fairfax Journal (M) | 57,249 | 2,967 | 52,447 | —— |
| Arlington Journal (M) | 56,127 | 2,419 | 50,883 | —— |
| *NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only.* | | | | |
| **WESTCHESTER ROCKLAND, NY** | | | | |
| Reporter Dispatch (E) | 66,707 | 8,040 | 58,923 | 10,254 |
| Reporter Dispatch (S) | 80,709 | 8,604 | 74,466 | 7,604 |
| Grand Total | 147,416 | 16,644 | 134,389 | 17,858 |
| **WICHITA, KS** | | | | |
| Eagle-Beacon (M) | 78,815 | —— | 90,992 | —— |
| Eagle-Beacon (S) | 63,109 | —— | 65,589 | —— |
| Grand Total | 141,924 | —— | 156,581 | —— |
| *NOTE: Part run figures not available.* | | | | |

## Source: Media Records

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### REPORTING METHODOLOGY

Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA/NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page.... Width and Depth in Inches.
2. Determine Square Inches of Page.... Multiply Width by Depth Inches.
3. Determine the Number of SAU Inches of Page.... Divide the Square Inches by 2.0625 (SAU Inches).
4. Measure the Total Lines of the Page.... Multiply Column Depth Agate Lines by the Number of Columns on the Page.
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches.... Divide the Total Lines of Page by the Number of MRCS/SAU Inches of the Page.